Aaron Borrowman

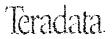**Fr m:** Richard Tad Lepman [tad@bieor.com]

Sent: Tuesday, April 13, 2004 4:31 AM

To: tad@bieor.com

Subject: TVA rel 3 NCR Press Release

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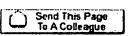
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Teradata Poll

What percentage of your corporation's data resides outside of your Enterprise Data Warehouse?

C None

Contact: Dan Conway, Teradata Division, NCR Corporation

Telephone: (858) 485-3029
E-mail: dan.conway@teradata-ncr.com

Teradata Announces New Version of Value Analyzer - 3/15/2004

Detailed profitability analysis now available for all industries

DAYTON, Ohio – Teradata, a division of NCR Corporation (NYSE: NCR), today announced a new version of its award-winning Teradata Value Analyzer™, the only analysis tool that calculates profitability at the detail level driven by customer behavior. Much admired for its strength in the banking and telecommunications industries, Teradata Value Analyzer 3.0 is now available for all industries.

"Profitability analysis by product, channel and customer is an essential part of the planning process to make decisions regarding resource allocation, product development and for identifying pockets of opportunity," said Kim Collins, Gartner analyst.

The insights generated by Value Analyzer enable an assessment of all types of business pr fitability and support swift, sound decisions guiding marketing, product and customer service initiatives, according to Mike DeBrosse, vice president of Teradata. "In today's economy, using a profitability measurement solution that depends on averages doesn't make sense. Details answer the question 'why' and provide companies with actionable information that can create a competitive advantage. Averages don't."

Teradata Value Analyzer's detailed, behavior-based approach differs from more traditional measurement tools that determine profitability by using high-level averages or aggregations. Without the details that drive revenue and costs, companies are left with an inaccurate view of value leading to misguided business decisions that affect the bottom line.

Teradata Value Analyzer links revenue and expense data to actual customer transactions and interactions within a company. For a complete pr fit and loss metric, it also can include risk provisions and capital allocations. The metric can be calculated for any profit object. A profit object at the lowest level can be an account, a telephone number, reservation record or shipment, to name a few. Starting from a profit object, a company can easily get to different views of profitability across the enterprise including customer, product, organization and channel.

EXHIBIT D

○ About 25%

○ About 50%

○ 75% or more

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Teradata Value Analyzer provides for flexible and robust analytical capabilities that support strategic decisions. It supports the detail flow f revenue and expenses thr ugh all entities of the organizati n, providing an important link between standard finance-led organizational profitability and detailed cust mer profitability. Modeling cost flows, it als supports the creation of activity-based management processes and calculations.

Teradata Value Analyzer calculati ns are easily completed inside the Teradata data warehouse engine, rather than consuming resources and time moving large amounts of data in and out of a separate system as it is processed. In addition to speed of the calculations, accuracy, which is critical for making confident business decisions, is not compromised. Working in a single integrated database, Teradata allows for an actionable review of all data, not just a sample that may offer misleading clues to profitability.

About Teradata Division

Teradata, a division of NCR Corporation (NYSE: NCR), is the global technology leader in enterprise data warehousing, analytic applications and data warehousing services. Organizations around the world rely on the power of Teradata's award-winning solutions (www.teradata.com) to get a single, integrated view of their business to enhance decision-making, customer relationships and profitability.

About NCR Corporation

NCR Corporation (NYSE: NCR) is a leading global technology company helping businesses build stronger relationships with their customers. NCR's ATMs, retail systems, Teradata® data warehouses and IT services provide Relationship Technology™ solutions that maximize the value of customer interactions and help organizations create a stronger competitive position. Based in Dayton, Ohio, NCR (www.ncr.com) employs approximately 29,000 people worldwide.

# # #

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